

FRASER COAST BUILDING STYLES

INTERWAR MODERN

Approximate years

1930s – 1950s

Descriptions

The 1920s was a period of dynamic experimentation in architecture, fashion and art. The pastiche of styles that appeared at this time is referred to as 'Art Deco', after a 1925 exhibition held in Paris (although the term itself did not appear in print until the 1960s). The style influenced almost everything, from buildings, vehicles, furniture, radios and vacuum cleaners. It was especially prominent in America and associated with the explosion of Jazz music. Characterised by bold geometric shapes, zigzag and chevron motifs, and luxurious finishes, Art Deco reflected optimism in modernity.

The Art Deco of the 1920s changed in the 1930s and is broadly referred to as 'Streamline' or 'Streamline Moderne'. The style was influenced by the aerodynamic design of ships, cars and trains, which became important markers of technological advancement. Architects applied elements such as rounded corners, porthole windows and rendered brick to reflect the smooth, sleek and modern industrial designs. The rounded elements were contrasted with horizontal or diagonal lines added for decorative effect. Roofs could be flat or hipped and in commercial buildings were commonly hidden behind a parapet.

Streamline Moderne is a clearly identifiable influence on architecture in Hervey Bay. Although not as elaborate as buildings in southern capital cities, there are numerous examples of the style reflected in residential and commercial buildings. The design was never 'pure'; it also borrowed from other design movements, including the so-called International or Functionalist style, which was characterised by features such as unadorned brick and cantilevered concrete elements including balconies, hoods and roofs. Sometimes specific elements of the style were added as a decorative flourish to houses rather than a full-blown design influence. The style was popular well into the 1950s.

Elements

Hipped or flat roof, use of parapets. Tiled or corrugated roof material.

Brick veneer, typically (but not always) rendered. Render colour generally white or cream.

Streamline elements such as rendered surfaces, rounded corners and porthole windows.

Decorative horizontal or diagonal motifs. Colour different to render for contrast.

Slim metal rails or balustrades.

Bright primary colours sometimes used to highlight doors, window frames and balustrades.

Casement windows.

